



# **Sex in Consumer Culture: The Erotic Content of Media and Marketing (Routledge Communication Series)**

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*Sex in Consumer Culture: The Erotic Content of Media and Marketing* considers the use of sex to promote brands, magazines, video games, TV programming, music, and movies. Offering both quantitative and qualitative perspectives from leading scholars in a variety of disciplines, this volume addresses a range of integral issues such as media promotion, racial representations, appeals to gay and lesbian communities, content analyses, and case studies. Chapters represent diverse perspectives, addressing such questions as:

- \*What happens when sexual content created for adults reaches children?
- \*What meaning do sexual words and images have within the contexts of sporting events, trade shows, video games, personal ads, or consumer Web sites?
- \*What effects might sex-tinged images have on audiences, and where should the focus be for new effects research?
- \*Where are the current boundaries between pornography and mainstream sexual depictions?

Exploring sexual information as it is used in mass media to sell products and programs, *Sex in Consumer Culture* is an important collection, and it will be of great interest for scholars and students in advertising, marketing, media promotion, persuasion, mass communication & society, and gender studies.



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